Affiliate model

FINANCIAL MODELING

LECTURE SUMMARY

Covered in this lecture:

How the affiliate model works

- **How it works: An affiliate operates a business whereby they sell someone else's product**
- They're in charge of promoting the product and getting people to buy it, and they get a percentage of the revenue

  Example: Herbalife

- Affiliate commissions range between 25%-75%
- The methods that affiliates use:
  - posting ads directly on their site
  - sending out emails to their lists
  - writing posts that highlight the product

See you next lecture!